Poster, Annotated Bibliography, and Presentation Guidelines

Purpose

The purpose of a poster is to outline your focused topic in a form that is easily understood and stimulates interest and discussion. Ultimately the poster should provide grounds for a fruitful exchange of ideas between the presenter and the people reading the poster. The poster should be eye catching, accurate, interesting and very focused.

Your poster must have a purpose statement. In one sentence explain to the viewer what your poster conveys. What are you seeking to accomplish? You may begin the sentence as "the purpose of this poster is".

Topic

This project will allow you to create a poster and annotated bibliography on a specific environmental issue. **You will work in groups of two.** Students should realize the vast number of environmental issues that exist, but the poster must only focus on one. While you may choose a topic of your liking, it must be approved. I am looking for focused environmental topics. Your poster must clearly and concisely cover the issue. By Focusing your topic you guarantee that it can be adequately covered in a poster format. Example environmental issues that are focused and can be adequate covered in a poster format may include: Habitat fragmentation and population decline of the Karner Blue butterfly; Japanese knotweed as an invasive species; PCBs in the Hudson; or, the controversy of "Clean Coal"… (see below "Environmental Issues Potential Poster Topics").

Environmental Issues Potential Poster Topics:

1. Habitat Fragmentation and Population Decline of the Karner Blue Butterfly
2. Groundwater pollution at Brookhaven Laboratory
3. Garlic Mustard as an invasive species in New York
4. Decline of the Piping Plover on Long Island
5. Petroleum extraction from the Alberta tar sands: consequences and solutions
6. The environmental impacts of increasing road salt pollution in
7. Collapse of the Georges Bank fishery
8. Destruction and restoration of the Everglades
9. Wetland destruction in New York
10. Endocrine disrupters and humans (or fish, or wildlife in general...)
11. Restoring the Everglades
12. Collapse of the Lake Victoria ecosystem
13. Desertification in the Sahel
14. Economic development, intense industrialization and pollution in Mexico's Maquiladoras
15. The brown tree snake in Guam and native bird extinction
16. Toxic waste disposal (at a specific Superfund or Brownfield's site)
17. The great green wall of China – reforestation program
18. Exotic species in Oneonta – purple loosestrife, garlic mustard...)
19. Coal tar in Neahwa Park Oneonta

20. Indoor air pollution and human health (with a specific case study)
21. Japanese knotweed as an invasive species (specific case studies are good to add to any poster)
22. Desiccation of the Aral Sea
23. The environmental impacts of large dams on the Columbia River, Susquehanna river...

There are two methods to create focus: by region or narrow subject matter. A topic on global warming is too big, but an issue on global warming and its impacts on marine wildlife refuges of Hawaii is focused. By selecting a small and specific region, the topic is narrowed. An environmental issue, such as the burn barrel ban, is smaller and may well be covered because the subject matter is more specific. You may not select a topic that I covered in class. If an in-class topic interested you, modify it and ask for approval.

Poster

Overview and Content: Include a purpose statement, introduction and conclusion. The poster will address: **1) what is the issue (what's the problem); 2) why is it important; 3) how is the issue solved; and 4) what are your major conclusions** (no more than three). Sell your point of view – be creative. Consider all side of the issues. For some broader topics, a case study is appropriate. The poster should be neat and attractive. Text and flow diagrams should be included, but do not write a paper. Be brief, yet cover the issue. Shoot for approximately 900 - 1000 words on the poster - the equivalent of about 1.2 pages of single spaced text. Text outside of this word count will lead to a loss of points. Text should be in at least 20 point font. You must professionally print your poster. **You may work alone on the poster project or in groups of two.** I encourage you to work in groups of two for optimal learning. No groups larger than two are allowed.

Pictures and Graphics: Include multiple pictures and graphics. All pictures and graphics must be labeled with a title and a short description. Why is the illustration important to your poster. What does it say to the audience? Text, pictures and graphics on the poster must be cited in full bibliographic format. You may do this in two ways. Option a: create a separate numbered references cited page. Simply number text, pictures, and graphics on the poster where the number corresponds to the same number on the references cited page. For example, bibliographic entry number 1 on the reference cited page refers to specific text on the poster. The corresponding text on the poster is marked with (1). Bibliographic entry number 2 may refer to a picture. The picture on the poster is labeled (2) You can turn in the numbered references cited page by taping it to the back of your poster or by attaching it to your annotated bibliography (as a separate page). Option b: fully cite and label all text, pictures, and graphs directly on the poster. This is a great method just so the bibliographic material does not detract from the poster. For example, some website addresses can be ridiculously long, thereby, competing for limited poster space. You may enter the reference material on the poster in a very small point size. Some or all of the sources in the reference cited on the poster will be the same as sources from the annotated bibliography.

Creating and Sizing the Poster It is very easy to create your poster in PowerPoint; however, you may use whatever program you wish. If using PowerPoint, simply open the software. One slide is automatically created. Do not create more. Use this slide to construct your entire poster. Select the "Design" tab. Select "Page Setup." Use the "Width" and "Height" tabs to create the poster to the exact size you wish it to be printed (i.e. 42" width and 24" height). You may have to zoom into specific sections while working on the poster. If you want a background for your poster. Only use a graphic with very high resolution - it will pixilate when you enlarge it to poster size. Select the following tabs: "Design", "Background Styles", "Format Background", "Fill", "Picture or Texture Fill", "Insert From: File"; from here, navigate to your photo or graphic. Be certain that the background is not too overwhelming or too dark. You do not want the background to interfere with the message on the poster.

Printing: You must professionally print your poster The poster can be printed on campus through Academic Information Technology Services. Call the Help Desk at extension 4567 and schedule a time to print the poster. If you do not make an appointment, they will not print your poster. It may take a week to print the poster. Plan accordingly. Fill out the poster printing webform found at the following address http://helpdesk.oneonta.edu/wideformatprinting. The cost to print a color poster is .50 per inch on the smaller printer. Depending on the size you select, your poster will cost between $20-$40. Request that Academic Computing Services show you the poster on their computer before printing. You will be able to see exactly what the printed poster will look like. In this manner, you can verify the accuracy of the print. This may save you from printing a poster that is pixilated or incorrectly sized.

Poster Design

1.   Strive for simplicity of design - but cover the topic. Minimize clutter and maximize informative statements, enlightening pictures and clear graphics. Text is mandatory. As a minimum requirement include at least three pictures, and two graphics. If you meet the minimum requirements, but your topic is not well displayed points may still be deducted.

2.   Create a poster that is large enough to properly display information without being too crowded. See the minimum size requirements in the *Printing and Sizing* section of these guidelines.

3.   Include a descriptive title. The title should be easy to read by a viewer standing 15 feet away - consider 36 to 56 point type.

4.   The text portion should include a descriptive title and a brief purpose statement (maximum of one sentence). Also include: 1) an introduction, (the issue; what's the problem; the controversy), 2) why is it important; 3) how is the issue solved; and 4) what are your major conclusions (no more than three conclusions). Text should be in 20 to 24 point. This is 20-point type. This is 24-point type. Titles and headings may be larger.

5.   The starting point and direction of flow to the conclusion should be obvious (generally left to right top to bottom). Because this progression is important, use arrows or numbers to lead the viewer through the poster. If you are creative with graphics, you may be able to lead the viewer without the aid of arrows or numbers.

6.   Leave some open space in the design. Don't crowd the poster so that information is hard to interpret.

7.   Use elements of different sizes and proportions. Same-size and same-proportioned components result in a boring design. For areas of particular emphasis try different shapes to attract the viewers attention.

8.   Use a large and/or bright center of interest to draw the viewers eye toward the most important aspect of the poster.

9.   Enlarge all photos, graphs, charts and maps enough for pertinent details to be clearly evident. Do not use unclear, smudgy, pixilated, or impossible to interpret illustrations.

10.   Make all illustrations simple and bold. Leave out any unnecessary detail in the topic being presented.

11.   In preparing your layout make several digital draft designs. Arrange the draft printouts until you are sure the layout is accurate and visually pleasing. Does everything fit together? Consider the color scheme. Ask your peers to look at the poster.

12.   No hand written posters. All posters must be digital. All posters must be printed.

13.   Include source information for text, photos, and graphics. Because Internet URLs can be very long, you may simply include the source information on a separate piece of paper rather than creating clutter.

14.   Be creative and professional.

Presentation

Presentation order will be assigned randomly. Student Poster Presentations are scheduled for 4-28-14 at the Waterfront room in Hunt Union, 6:00-9:00. **You must attend.** The poster presentation format is like that of a professional meeting. Please be professional and dress accordingly. The poster and annotated bibliography are due the day you present. You must be able to clearly explain your poster to me. Start by stating your poster title and purpose. You will be graded on how well you convey the information on the poster. **The presentation will address: 1) what is the issue (what's the problem); 2) why is it important; 3) how is the issue solved; and 4) what are your major conclusions (no more than three).** Be prepared. This is a very big class, so presentations have to be short and concise. I know the issues and will quickly judge whether or not you adequately researched the project.   Presentations will only last 5 minutes with an additional 45 seconds for questions. Both group members must talk. You will be timed. One person must be at their poster at all times. The event will be open to the public. After the presentations, I will read and grade your posters.

Annotated Bibliography

The annotated bibliography must be on the same issue as your poster and must be the source material from which the poster was created. **It will consist of 14 annotated entries.** The annotated bibliography allows me to know the degree to which you researched the poster. Overusing one or two sources to create a poster does not permit good poster insight and development. So, develop an in-depth bibliography on the topic. **The annotated bibliography consists of three parts: 1) the bibliographic entry cited in a correct format (APA, MLA, Chicago…); 2) summary of the articles main theme (at least 4 typed lines as a standalone paragraph); and, 3) a detailed summary of the importance of the article to your topic (at least 14 typed lines as a standalone paragraph**). Why did you use this source? In total, each entry should be at minimum 18 typed single-spaced lines in length. Your summary and importance of article statement will be at least this long for each entry. At least two of the entries must be taken from a journal. **Bold the two journal bibliographies**, so that I can easily find the entry. The annotated bibliography portion of the project and the presentation are due on the same day. After presenting your poster, hand me the annotated bibliography, otherwise it is late. Do not turn in two annotated bibliographies that consist of seven entries each (your half of the assignment). Turn in one annotated bibliography with 14 entries. Organize the bibliography alphabetically by the author's last name. **Single-space** the entire bibliography and do not use a weird font or a point size larger **than 12**. Margins must be set to one inch on all sides.